Key Aspects of the Proposed OTC Drug Label

This proposed prototype label would make it easier for consumers to read, understand and, it is hoped, follow the important information on OTC drug labels.

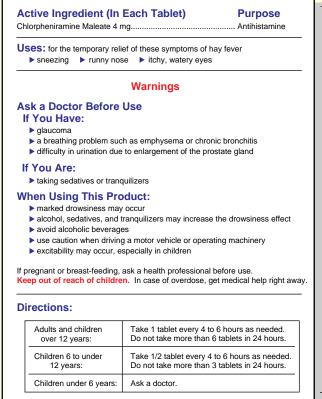
The outline format is designed to cue consumers to the information's organization, increasing their attention to the main messages. Other proposed improvements include easier-toread 6-point Helvetica type; distinct sections presented in a standard order; and adequate spacing between letters, words and lines of text. The required use of uppercase and lowercase letters and dark type on a light background also would improve readability.

Proposed Format

Active ingredients The list of uses in the would be listed next section alphabetically would help with their consumers quantity per readily dosage unit compare (in this case products to a tablet). find the Consumers appropriate medicine for could their specific clearly see the purpose symptoms. of each Placing all ingredient. warnings in one continuous space would help ensure

that every warning is

noticed.



Headings and subheadings, boldface type, bullets, and simpler, concise language would emphasize and clarify important information.

Existing Label

